



Gaithersburg

CITY OF GAITHERSBURG
Gaithersburg Book Festival Committee
November 10, 2011

In Attendance:, Jud Ashman, Carolyn Crosby, Robin Ferrier, Garine Issasi, Becky Meloan, Bob Murphy, Jennifer Nicholson, Gail Norris, Marianne Reiff, Leslie Shapiro, Fern Wolt

The meeting was called to order at 7:35 p.m.

I. TOPICS OF DISCUSSION:

Welcome & Introductions

Updates

New Festival Partnership- Jud announced the finalization of our partnership **Politics and Prose Book Store**, a nationally recognized and revered independent book store. Politics and Prose will assist with the recruiting of high quality authors, and will manage the ordering, set up and sale of our featured authors' books at the festival.

PR –

E-newsletter- We have exceeded 500 subscribers to the festival e- newsletter. E- Newsletter will resume when new website is ready to launch. Website will be ready to launch by the end of November.

High School Writing Contest – To date we have 18 entries, with a deadline of February 24. PR: Patch Articles, Home School Contacts, MCPS pushing it in their curriculum, word is out to all local counties. Brad Parks, author, provided the opening lines and will be one of the final judges.

Website – New site is almost ready to migrate over to the WordPress platform...hopefully by end of November. **Sponsors** – We will approach previous sponsors in January. Please provide Jud with contact information for any possible new sponsors.

Author Recruitment – 2 new people have joined the author recruiting team; Susan Green, and Jackie Hogan. We currently have 5 confirmed authors. More will be recruited at the National Press Club Book Fair on Tuesday, 11/15. Members of the committee put forth several author suggestions for the selection committee to look into.

Author Reception- Lakelands Clubhouse has been selected and reserved for the author reception. There is no charge (aside from a refundable deposit) for use of this very attractive space which can accommodate 175 people. We are now in the process of researching and selecting a caterer and a wine vendor. Sponsorships on some level are being sought for both.

Author & Exhibitor Applications, and Sponsorship Opportunities form – Ready and posted on-line

Reminders

National Press Club Book Fair is November 15. Jud and Becky encourage all to attend.
Next meeting will be **Tuesday Dec.13**, 2011 at the **Activity Center** at Bohrer Park.

II. ADJOURNMENT:

The meeting was adjourned at 8:30 p.m.

Respectfully submitted by,
Carolyn Crosby